ORDER

Orders Order / Rev: Alt Order #: 06832086 Product Desc: HELLER FOR SENATE Estimate: 10/31/12 - 11/06/12 Flight Dates: Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 09/19/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Heller, Dean for U.S. Senate Advertiser Name: A35+ Demographic: New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

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ыш	Plan	

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	83	\$57,650.00	\$49,002.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	83	\$57,650.00	\$49,002.50	0.00
Totals	83	\$57,650,00	\$49,002,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$57,650.00
Market	100%	\$198 793 10

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$51,686.21
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,782.76
KTUD	1%	\$1,987.93
KVVU	24%	\$47,710.34
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,975.86

	Ln (Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
•	E 1 F	KSNV	10/31/12	11/02/12	M-F 5-6a WakeUp w/V	/a@M	5-6a	W-F	:30	2	\$300.002	0.00 NM	2	\$600,00
					M-F 5-6a WakeUp w/V	Vagners								·
	N	EWS												
		Star	t Date _I	End Date	Weekdays Spo	ts/Week	Rate	Rating						
	Wee	ek: 10/2	9/12	11/04/12	WF	2	\$300.00	0.00						

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Order / Rev:

104452

06832086

Advertiser: Product Desc: Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

10/31/12 - 11/06/12

HELLER FOR SENATE

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 K\$NV	10/31/1	12 11/02/12	M-F 5-6a WakeU		5-6a	W-F	:30	2	\$300.002	0.00 NM	2	\$600.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	W-F	2	*	0.00						
E 2 KSNV	11/05/	12 11/06/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
NEWS			W-I 3-0a VIBREO	p with agricis								
•	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	MT M-F 6-7a WakeU	2	\$300,00 6-7a	0.00 MT	:30		\$700.001	0.00 NM		24 400 00
E 5 KGNV	1 17007	12 11/00/12	M-F 6-7a WakeU	-	0-1 a	M1	.50	2	φ/υυ.υυ i	O.OO INIVI	2	\$1,400.00
NEWS					_							
<u>Sta</u> Week: 11/	art Date /05/12	End Date 11/11/12	<u>Weekdays</u> M⊤	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
····			M-F 6-7a WakeU		6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
			M-F 6-7a WakeU	-				_	4		J	42,100.00
NEWS	art Date	End Date	Weekdays	Spots/Week	Data	Betine						
Week: 10		11/04/12	WTF	3	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSNV	10/31/	12 11/02/12	•	CM	658a-9am	WTF	:30	3	\$600.002	0.00 NM	3	\$1,800.00
TODAY	,		Today Show									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	WTF	3		0.00						
E 6 KSNV	11/05/	12 11/06/12	Today Show	CM	658a-9am	MT	:30	4	\$600.002	0.00 NM	4	\$2,400.00
TODAY	,		Today Show									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 11		11/11/12	MT	4		0.00						
E 7 KSNV	11/05/	12 11/06/12	M-F Today Show M-F Today Show		9-10a	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
TODAY	' 2		Will roday onow	- 11								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11		11/11/12	MT M-F Today Show	11 3rd H0M	\$275.00 9-10a	0.00 W-F	:30	2	\$27E 000	0.00.5184	^	#550.00
L. O KONV	10/5//	12 11/02/12	M-F Today Show		9-10a	W-H	.30	2	\$275,002	0.00 NM	2	\$550.00
TODAY												
<u>Sta</u> Week: 10	art <u>Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> W-F	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
			M-F Today Show		10am-11am	WTF	:30	3	\$225,002	0.00 NM	3	\$675.00
			Today 4th Hour						¥===:0	0.00 11.51	Ů	ψοι σ.σσ
TODAY	′ 3 art Date	End Date	Monkdaya	Contolialonk	Data	Deline						
<u>ى د</u> .00 Week		11/04/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$225.00	Rating 0.00						
E10 KSNV	11/05/		M-F Today Show	III 4th 13M	10am-11am	M	:30	1	\$225.002	0.00 NM	1	\$225.00
TODAY	<i>(</i> 2		Today 4th Hour									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 11.		11/11/12	M	1	\$225.00	0.00						
E11 KSNV	11/05/	12 11/05/12	Noon News	CM	12-1230pm	M	:30	1	\$275.002	0.00 NM	1	\$275.00
NEWS			Noon News									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week; 11.		11/11/12	M	1	\$275.00	0.00						
E 12 KSNV	10/31/	12 11/02/12	Noon News Noon News	CM	12-1230pm	W-F	:30	2	\$275.002	0.00 NM	2	\$550.00
NEWS			140011140449									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10, E 13 KSNV		11/04/12	W-F	CM 2	\$275.00 1230-1p	0.00 WTF	:30		\$225 DD2	O OO NIKA	,	ውድ ፖድ ስላ
E 13 KONV	10/3/1/	14 11/04/14		CIVI	1230-1p	WIF	,30	3	\$225.002	0.00 NM	3	\$675.00

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Order / Rev:

104452

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

06832086

10/31/12 - 11/06/12

Product Desc:

HELLER FOR SENATE

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ote	Pata Dri	Rtg Type	Snote	Amount
	Otart		The Agenda 1230		OttaraEna	Time Bays	LOTT OF	013	Tate III	rtig Type	Opolo	Amount
			The Agenda 123	•								
AGENE										-		
	<u>irt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week; 10/		11/04/12	WTF	3	\$225.00	0.00						
E 14 KSNV	10/31/1	2 11/02/12		CM	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
PHIL			Dr Phil									
	art Date	End Date	Weekdays	Spots/Week	Doto	Dating						
<u>عاد</u> /Week: 10		11/04/12	WTF	Spois/vveek 3	<u>Rate</u> \$300.00	<u>Rating</u> 0.00						
E 15 KSNV				СМ	3-4p	M	:30	1	\$300.002	0.00 NM		#200.00
L 10 ROW	1 17007 1	2 11,00/12	Dr Phil	OW	0-4p	[V]	.50	'	\$300.00Z	U.UU INIVI	1	\$300.00
PHIL												
Sta	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/	/05/12	11/11/12	M	1	\$300.00	0.00						
E16 KSNV	11/05/1	2 11/05/12	NEWS 3 at 4 (1)	HOUR)CM	4-5pm	M	:30	1	\$450.002	0.00 NM	1	\$450.00
			4PM NEWS (1 h	our)	(4:00 PM-4:	30 PM)						,
NEWS												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 11/		11/11/12	М	1	\$450.00	0.00	*					
E 17 KSNV	10/31/1	2 11/02/12	NEWS 3 at 4 (1)		4 -5pm	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWO			4PM NEWS (1 h	our)	(4:00 PM-4:	30 PM)						
NEWS	ut Data	Fool Date	101	04-001	D-4-	D = # = =						
Sta Week: 10/	art Date	End Date 11/04/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 18 KSNV							-20		#450.00B	0.00 104	_	*****
L 10 KONV	10/31/1	2 11/02/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS			41 101 145 00 (1 11)	oury	(4.50 FINES,	OO FIVI)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/29/12	11/04/12	WTF	3	\$450,00	0.00						
E 19 KSNV	11/05/1	2 11/05/12	NEWS 3 at 4 (1	HOUR)CM	4-5pm	M	:30	1	\$450.002	0.00 NM	1	\$450.00
			4PM NEWS (1 h	our)	(4:30 PM-5:	00 PM)						* /
NEWS												
	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 11/		11/11/12	M	1	\$450.00	0.00						
E 20 KSNV	11/05/1	2 11/05/12	M-F Early News	СМ	5-630p	M	:30	2	\$1,200.001	0.00 NM	2	\$2,400.00
NEME			M-F Early News									
NEWS	D.L.	F D-4-	164-aladaya	Constanting	D-4-	D. C.						
<u>ي ي عند</u> /Week: 11	art Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00						
E 21 KSNV			M-F Early News	CM	5-630p	WTF	:30	-	£4 300 004	0.00 NM		# 7 000 00
EZIKSNV	10/31/1	2 11/02/12	M-F Early News	CIVI	5-630p	w(F	:30	ъ	\$1,200.001	0.00 NM	6	\$7,200.00
NEWS			IVE Latty NEWS									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	WTF		\$1,200.00	0.00						
E 22 KSNV	10/31/1	2 11/02/12	M-F Jeopardy	СМ	630-7pm	WTF	:30	3	\$1,300.001	0.00 NM	3	\$3,900.00
			M-F Jeopardy		·				, ,, , , , , , , , , , , , , , , , , , ,		-	45,000.00
JEP			• •									
	<u>art Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	·	11/04/12	WTF	3	\$1,300.00	0.00						
E 23 KSNV	11/05/1	2 11/05/12	M-F Jeopardy	СМ	630-7pm	M	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
.==			M-F Jeopardy									
JEP	-1 D. (F-45 4	187	O1-061	5 .	Delle						
	art Date	End Date	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating						
Week: 11/		11/11/12			\$1,300.00	0.00			04.000.001	0.00	_	A 4
E 24 KSNV	1/05/1	2 11/05/12	M-F Wheel of Fo	CM	7-730pm	M	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
WHEEL	L		WE VAREELOLED	ituli c								
	- art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M		\$1,300.00	0.00				j		
E 25 KSNV				СМ	7-730pm	WT	:30	2	\$1,300.001	0.00 NM	2	\$2,600.00
		1. 1.44						4	+ 1,000.001	0.00 (414)	_	Ψ2,000.00

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Order / Rev:

104452

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832086

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/31/12 - 11/06/12

Estimate:

Ln Ch	Start	End	Inventory Code M-F Wheel	Break	Start/End Ti	ne Days	Len Sp	oots	Rate Pri	Rtg Type S	pots	Amount
14411			M-F Wheel of Fo	rtune								
WHEEL	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week; 10		11/04/12	<u>vvceкануз</u> WT		\$1,300.00	0.00						
E 26 KSNV	10/31/1	2 11/02/12	Face to Face w/ F		730-758pm	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
			Face to Face w/	J.Ralston								
FACE		E-4 D-4-	162t-d	O4-8411.	В	D. P.						
Sta Week: 10	<u>irt Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
			Face to Face w/ F		730-758pm	M	:30	1	\$450.002	0.00 NM	1	\$450.0
			Face to Face w/		roo roopiii		.00	•	ψ100.50L	0.00 1111	'	Ψ-100.0
FACE												
	nt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 11/ E 28 KSNV		11/11/12	M-F News 3 at El	oven CM	\$450.00	0.00 n M	-20	- 1	#775.000	0.00 NM	4	ф 7 7Г О
E ZO KONV	11/05/1	2 11/00/12	M-F News 3 at E		11 p m-1135pn	V	:30	1	\$775.002	0.00 NM	1	\$775,0
NEWS												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 11		11/11/12	M	1	\$775.00	0.00						
E 29 KSNV	11/01/1	2 11/01/12	M-F News 3 at El M-F News 3 at E		11pm-1135pn	וT	:30	1	\$775.002	0.00 NM	1	\$775.0
NEWS			WIFF News 3 at E	ieveii								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	T	1	\$775.00	0.00						
E30 KSNV	10/31/1	2 11/02/12		v CM	1135p-1237a	WTF	:30	3	\$275.002	0.00 NM	3	\$825.0
TON S	HOW		Tonight Show									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	WTF	3	\$275.00	0.00						
E 31 KSNV	11/05/1	2 11/05/12	The Tonight Show	v CM	1135p-1237a	M	:30	1	\$275.002	0.00 NM	1	\$275.0
			Tonight Show									
TON SI	HOW art Date	End Data	Mookdaya	Cnoto/Monk	77-6-	Detina				- 1		
Week: 11		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00				İ		
			Sa-Su News 3 at	ElevenCM	11pm-1135pn		:30	2	\$750.002	0.00 NM	2	\$1,500.0
			Sa-Su News 3 at						+ /		_	\$1,000. 0
NEWS												
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> SS	Spots/Week	<u>Rate</u> \$750.00	Rating						
			News 3 Sunrise -	SATHEMM	ъ750.00 6а-7а	0.00 S-	:30	1	\$225.002	0.00 NM	4	# 225 0
L OU KOITV	1170071	2 11/00/12	News 3 Sunrise 3		Oa-7a	3 -	.50	ı	φ225.002	U.UU INIVI	1	\$225.0
NEWS												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10		11/04/12	S-	1	\$225.00	0.00						
E 34 KSNV	11/03/1	2 11/03/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	1	\$325.002	0.00 N M	1	\$325.0
SAT TO	DDAY		Salulday 10day									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	····	11/04/12	S-	1	\$325.00	0.00						
E 35 KSNV	11/03/1	2 11/03/12	News 3 Today - S		9am-930am	S-	:30	1	\$300,002	0.00 NM	1	\$300.0
NEWS			News 3 Today - S	SAT								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	S-	1	\$300.00	0.00						
E36 KSNV			Sa-Su Early New	s CM	5pm-630pm	S-	:30	2	\$450.002	0.00 NM	2	\$900.0
			Sa-Su Early New	'S								
NEW\$	set Data	" nd "\-4-	Mostrier-	Cnote Att1	Date	Defin-						
তার	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/29/12	11/04/12	S-	2	\$450.00	0.00						

Print Date: 09/20/12 08:52:23

KSNV

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Order / Rev:

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Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832086 10/31/12 - 11/06/12 Product Desc:

HELLER FOR SENATE

Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount Weekend Jeopardy/Whee WKND Jeop/Wheel JEP/WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-11/04/12 \$375.00 Week: 10/29/12 0.00 E38 KSNV 11/03/12 11/03/12 Saturday Night Live СМ 1130pm-1:02am ----S-:30 \$750.002 0.00 NM 1 \$750.00 Saturday Night Live SNL Start Date End Date **Weekdays** Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----S-\$750.00 0.00 E 39 KSNV 11/04/12 11/04/12 News 3 Sunrise - SUND&M 6a-7a ----S :30 \$350.001 0.00 NM 1 \$350.00 News 3 Sunrise SUNDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----\$350.00 0.00 E40 KSNV 11/04/12 11/04/12 Sunday Today ----S 0.00 NM CM 7a-8am :30 \$750.001 \$750.00 Sunday Today **SUN TODAY** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----S \$750.00 0.00 E41 KSNV 11/04/12 11/04/12 Meet the Press CM 8a-9am ----5 :30 1 \$3,000,001 0.00 NM \$3,000.00 Meet the Press MTP End Date Spots/Week Start Date Weekdays Rate Rating 11/04/12 ----S Week: 10/29/12 1 \$3,000.00 0.00 E 42 KSNV 11/04/12 11/04/12 News 3 Today Wknd CM 9a-930am ----S :30 \$250.002 0.00 NM 1 \$250.00 News 3 Today **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----5 \$250.00 0.00 E 43 KSNV 11/04/12 11/04/12 Chris Matthews 9:30AM SM 9:30a-10a ----5 :30 \$375.002 0.00 NM \$375.00 Chris Matthews SUN 9:30am CM End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$375.00 0.00 E 44 KSNV 11/04/12 11/04/12 NFL Football CM 1P-9PM ----S :30 1 \$8.000.002 0.00 NM \$8,000.00 1 NFL Football SNF End Date Spots/Week Start Date Weekdays 1 Rate Rating Week: 10/29/12 11/04/12 ----S \$8,000.00 0.00 E 45 KSNV 11/04/12 11/04/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM \$200.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays 1 4 1 Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$200.00 0.00 83 Totals \$57,650.00